



WXYZ

ORDER

Print Date 08/29/12

Page 1 of 4

Flight Dates **10/23/12-10/29/12**

Contract / Revision **306426 /**

Original Date / Revision
07/31/12 07/31/12

Advertiser **CARE for Michigan**

Agency **Davis Group (The)**

Buying Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Product

CARE for MI - Q4 Issue -10/23-10/29/12

Agency Com 15%

Billing Contact

**4201 Bee Caves Road - Suite C-101
Austin, TX 78746**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:30:00

Estimate # **1087**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 100% Market Value 110550

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	72	\$78,837.50	\$92,750.00	0.00	10/01/12	10/28/12	72	\$78,837.50	\$92,750.00
November 2012	14	\$15,130.00	\$17,800.00	0.00	10/29/12	10/29/12	14	\$15,130.00	\$17,800.00
Totals	86	\$93,967.50	\$110,550.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/23/12	10/29/12	5am News M-F 5am News M-F	CM	5-6am M-F	-----	:30	0	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	- 1111--	4		\$400.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	1-----	1		\$400.00		0.00					
N 2	WXYZ	10/23/12	10/29/12	6am News M-F Action News 6am	CM	6-7am M-F	-----	:30	0	\$900.00	P-3	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/22/12	10/28/12	- 1111--	4		\$900.00		0.00					
Week: 10/29/12		10/29/12	11/04/12	1-----	1		\$900.00		0.00					



WXYZ

Print Date: 08/29/12

Page 2 of 4

Contract / Revision **306426** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue -10/** Estimate # **1087**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 3	WXYZ	10/23/12	10/29/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	-----	:30	0	\$900.00	P-3	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- 1111--					4	\$900.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$900.00		0.00		
N 4	WXYZ	10/23/12	10/29/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----	:30	0	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$350.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 5	WXYZ	10/23/12	10/29/12	Action News SAT 8am Action News SAT 8am	CM	SAT 8-9am	-----	:30	0	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1-					1	\$350.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 6	WXYZ	10/23/12	10/29/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----	:30	0	\$250.00	P-4	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$250.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 7	WXYZ	10/23/12	10/29/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----	:30	0	\$350.00	P-4	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----1					1	\$350.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 8	WXYZ	10/23/12	10/29/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----	:30	0	\$350.00	P-4	0.00 NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	-----2					2	\$350.00		0.00		
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00		
N 9	WXYZ	10/23/12	10/29/12	M-F 11a-12n View	CM	11am-12pm M-F	-----	:30	0	\$750.00	P-4	0.00 NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- 1111--					4	\$750.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$750.00		0.00		
N 10	WXYZ	10/23/12	10/29/12	12p Noon News 12n-1p	CM	12-1pm M-F	-----	:30	0	\$500.00	P-4	0.00 NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- 1111--					4	\$500.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$500.00		0.00		
N 11	WXYZ	10/23/12	10/29/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-----	:30	0	\$900.00	P-4	0.00 NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- 1111--					4	\$900.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$900.00		0.00		
N 12	WXYZ	10/23/12	10/29/12	5p News 5-6pm M-F	CM	5-6pm M-F	-----	:30	0	\$1,000.00	P-4	0.00 NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/22/12	10/28/12	- 2111--					5	\$1,000.00		0.00		
Week:		10/29/12	11/04/12	1-----					1	\$1,000.00		0.00		
N 13	WXYZ	10/23/12	10/29/12	6p News 6-630pm M-F	CM	6-630pm M-F	-----	:30	0	\$1,200.00	P-4	0.00 NM	5	\$6,000.00



WXYZ

Print Date: 08/29/12

Page 3 of 4

Contract / Revision **306426** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue -10/** Estimate # **1087**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N13	WXYZ	10/23/12	10/29/12	6p News 6-630pm M-F	CM	6-630pm M-F	-----	:30	0	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$1,200.00		0.00			
N14	WXYZ	10/23/12	10/29/12	7p News M-F 7-730p	CM	7-730pm M-F	-----	:30	0	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$1,200.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$1,200.00		0.00			
N15	WXYZ	10/23/12	10/29/12	Early News Sa 7p (Foll Sa 7-8p	CM	7pm Sat	-----	:30	0	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$1,000.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
N16	WXYZ	10/23/12	10/29/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----	:30	0	\$750.00	P-4	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$750.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
N17	WXYZ	10/23/12	10/29/12	Access M-F 730-8pm Ent Tonight	CM	730-8pm M-F	-----	:30	0	\$1,800.00	P-4	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-1111--					4	\$1,800.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$1,800.00		0.00			
N19	WXYZ	10/23/12	10/29/12	Monday Prime C Castle	CM	10-11pm Monday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$5,000.00		0.00			
N20	WXYZ	10/23/12	10/29/12	Wednesday Prime C Wednesday Prime C	CM	10-11pm Wednesd	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	--1----					1	\$5,000.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
N22	WXYZ	10/23/12	10/29/12	ABC Saturday Night Foot ABC's Saturday Night Foot	CM	SA 8pm-1130pm	-----	:30	0	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1-					1	\$3,000.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
N23	WXYZ	10/23/12	10/29/12	Sunday Prime C Revenge	CM	9-10pm Sunday	-----	:30	0	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$5,000.00		0.00			
Week:		10/29/12	11/04/12	-----					0	\$0.00		0.00			
N24	WXYZ	10/23/12	10/29/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	-----	:30	0	\$2,000.00	P-3	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-111111					6	\$2,000.00		0.00			
Week:		10/29/12	11/04/12	1-----					1	\$2,000.00		0.00			
N25	WXYZ	10/23/12	10/29/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M-	-----	:30	0	\$750.00	P-3	0.00	NM	6	\$4,500.00



WXYZ

Print Date: 08/29/12

Page 4 of 4

Contract / Revision **306426** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 07/31/12/ 07/31/12

Order Sep 00:30:00

Advertiser **CARE for Michigan**

Product **CARE for MI - Q4 Issue -10/** Estimate # **1087**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N25	WXYZ	10/23/12	10/29/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M-----	:30	0	\$750.00	P-3	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1112--		5				\$750.00		0.00			
		Week: 10/29/12	11/04/12	1-----		1				\$750.00		0.00			
N26	WXYZ	10/23/12	10/29/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----	:30	0	\$550.00	P-4	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----1		1				\$550.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
N27	WXYZ	10/23/12	10/29/12	M-F 9a-10a Kelly	CM	9-10am M-F	-----	:30	0	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-1111--		4				\$500.00		0.00			
		Week: 10/29/12	11/04/12	1-----		1				\$500.00		0.00			
N28	WXYZ	10/23/12	10/29/12	Friday Prime B What Would You Do	CM	9-10pm Friday	-----	:30	0	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----1--		1				\$4,000.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
N29	WXYZ	10/23/12	10/29/12	Wednesday Prime A Middle/Suburgatory	CM	8-9pm Wednesday	-----	:30	0	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--1----		1				\$4,500.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
N30	WXYZ	10/23/12	10/29/12	Thursday Prime C Scandal	CM	10-11pm Thursday	-----	:30	0	\$5,000.00	P-4	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---2---		2				\$5,000.00		0.00			
		Week: 10/29/12	11/04/12	-----		0				\$0.00		0.00			
													Totals	86	\$110,550.00